

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WCNC-TV	Date: 10/11/12
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I, Heidi Guerra
do hereby request station time concerning the following issue:

N.C. Judicial Coalition (Supreme Court)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges: \$ Gross \$61,800.00

This broadcast time will be used by: North Carolina Judicial Coalition

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

N.C. Judicial Coalition

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/11/12 Heidi Guerra 985-377-7161
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title



Buy Detail Report

Revision #:

Date: 10/10/2012

Send Billing To: Innovative Advertising

4250 Hwy 22

Suite 7

Mandeville, LA 70471

Phone: 985.377.7161

Fax: 985.377.7118

Client: NC Supreme Court
Media: TV
Product: Political
Market: Charlotte-Gastonia-Rk Hill
Primary Demo: Adults 35+
Separation between spots: 30
Estimate: 1000
Description: NC Supreme Court Charlotte Camp 1 10_12 thru 10_22
Flight Start Date: 10/8/2012 05:00 AM
Flight End Date: 10/22/2012 04:59 AM
Survey: Nov11 DMA Nielsen Live+7
Buyer: Heidi Guerra

Line No	Daypart Program	STN Gross	Dur	Wks 10/8 10/15 10/22	Total Spots	Adults 35+ Rtg/CPP
WCNC-TV						
1	MTuWThF 5:00a-6:00a NWSCHANL36-5AM<	\$300.00	30	1 5 1	7	1.3 \$230.77
2	MTuWThF 6:00a-7:00a NWSCHANL36-6AM<	\$700.00	30	1 5 1	7	2.2 \$318.18
3	MTuWThF 7:00a-9:00a TODAY SHW	\$750.00	30	1 9 1	11	2.0 \$375.00
4	MTuWThF 12:00p-12:30p NWSCHANL36-12P<	\$250.00	30	1 5 1	7	1.0 \$250.00
5	MTuWThF 3:00p-4:00p JUDGE JUDY<	\$350.00	30	1 5 1	7	1.4 \$250.00
6	MTuWThF 4:00p-5:00p VARIOUS	\$400.00	30	1 5 1	7	3.0 \$133.33
7	MTuWThF 5:00p-5:30p NWSCHANL36-5PM<	\$500.00	30	1 5 1	7	1.6 \$312.50
8	MTuWThF 5:30p-6:00p NWSCHANL36-530P<	\$550.00	30	1 5 1	7	1.9 \$289.47
9	MTuWThF 6:00p-6:30p NWSCHANL36-6PM<	\$950.00	30	1 5 1	7	2.7 \$351.85
10	MTuWThF 7:00p-7:30p JEOPARDY<	\$1,400.00	30	1 5 1	7	6.1 \$229.51
11	MTuWThF 7:30p-8:00p WHEEL-FORTNE<	\$1,550.00	30	1 5 1	7	6.0 \$258.33
12	Sa 7:00p-7:30p AVG. ALL WKS	\$500.00	30	1 1 0	2	2.6 \$192.31
13	Sa 11:00p-11:35p NWSCHANL36-11P<	\$850.00	30	1 1 0	2	2.3 \$369.57
14	Su 8:00a-9:00a SUN TODAY-NBC	\$700.00	30	1 1 0	2	2.6 \$269.23



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Survey: Nov11 DMA Nielsen Live+7
Buyer: Heidi Guerra

Daypart	STN		Wks		Total	Adults
Line No Program	Gross		Dur		Spots	Rtg/CPP

WCNC-TV						
15 Su 9:00a-9:30a	\$400.00		30	1 1 0	2	1.7
NWSCHANL36-9AM						
					89	\$235.29
						230.8
						\$267.76
					89	
Total Cost:	\$61,800.00					

Signature: _____

Disclaimer:
Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 90% of all placed GRPs must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



Summary by Station/System

Date: 10/10/2012

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4250 Hwy 22
Suite 7
Mandeville, LA 70471
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Fax: 985.377.7118

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Station	Total Spots	STN Gross	PCT	CPP	Adults 35+	GRP	PCT
WCNC-TV	89	\$61,800.00	100%	\$267.76	230.8	100%	
Market Total:	89	\$61,800.00		\$267.76	230.8		



Summary by Station/Month

Date: 10/10/2012

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 Mandeville, LA 70471
 Phone: 985.377.7161
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Station	Month	Total Spots	STN Gross	PCT	
WCNC-TV					
	OCT 12	89	\$61,800.00	100%	
Market Total:		OCT 12	89	\$61,800.00	100%
		89	\$61,800.00		